

LEO BURNETT U.S.A.
A DIVISION OF THE BURNETT COMPANY, INC.

RD #113D, RDG RM-89118 "Rich or Mild-Menthol" Type 4/C MSB (S 1/4 x 1 1/2) NAB (Offset) Mags, 1985
RMR=USA

Rich or mild? Only Concord lets you adjust the menthol.



"The taste I want, every time"

For a light,
refreshing ultra low
tar taste, rotate to
thinnest bar.

For a rich,
strong
taste, rotate to
thickest bar.

Great taste
at every turn!

CONCORD MENTHOL



Not available in all areas. © Philip Morris Inc. 1985

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Wardens: 15 mg "tar," 1.0 mg nicotine, minimum; 9 mg "tar,"
0.5 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine vary depending upon position of bar in filter.

